

HERA's work meets a crucial and often overlooked need within the humanitarian aid sector to provide trusted, accessible, timely, and context-adapted health information for refugees and displaced people.

Problem Statement

Refugee and forcibly displaced populations worldwide are projected to increase due to humanitarian conflicts and climate crises. **The UN estimates that by 2050 at least:**

1.2 billion people will be displaced with their homes

The displacement of refugees is associated with high health risks; mortality among moving populations can increase by up to 60x. The refugees, particularly women and children, face many challenges in accessing healthcare services for themselves and their children. These challenges include **language barriers, competing demands, fear of deportation, loss of medical records, and general instability.**



488,659
lives improved

Turkey has been hosting the world's largest refugee population since 2014, with over 3.2 million Syrians under temporary protection and over 220,000 refugees

and asylum seekers under international protection.

Only **13-25% of Syrian refugees in Turkey are fully immunized**, and vaccine-preventable diseases among refugee children are rising.

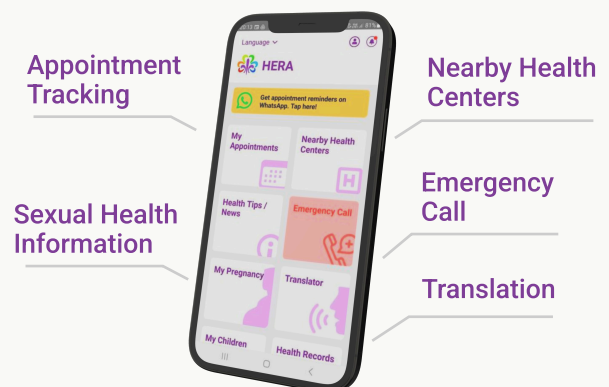
During pregnancy, **refugee women receive an average of one pregnancy checkup** - the World Health Organization (WHO) recommends at least eight.

Vision & Mission

Our vision is to decrease death and disease among refugee populations.

Our mission is to provide a mobile health platform that connects refugee populations with existing healthcare worldwide.

Our Work



HERA's technology reduces demand-side barriers to accessing care by sending medical checkup and vaccination appointment reminders, enabling patients to effectively communicate with their doctors through our translation tool, centralizing medical records, and guiding users in navigating their local healthcare systems. Unlike most interventions that supply medical services, we focus on **increasing demand among vulnerable populations.**

We are the **only service provider** that empowers the refugees to take **ownership of their health decisions.**

We also do it at **no cost to the end-users** and the vulnerable populations.

HERA is available through two formats: a free downloadable app and a What's App bot (which requires no download).



56,794
healthcare
connections made

Our goals by 2026 are to increase our user base within Turkey from **10,000 to 30,000 users** and **scale up** our support for other refugee populations worldwide. We also aim to create a **sustainable partnerships** with grassroots and local health authorities willing to use the HERA app to support their refugee crises response and humanitarian aid projects globally.

Our Impact to Date

488,659

lives benefitted

51,400

refugees accessed trusted, urgent health information

41,642

pregnancy and immunization appointments tracked

46,299

refugees educated/trained in first aid, child health, sexual & reproductive health, and health literacy

4,891

trusted AI Bot conversations to address specific health concerns

34,657

unique users of HERA technologies

Additional Capabilities

After disasters, mobile facilities set up by NGOs, like mobile clinics, pharmacies, toilets, etc., are constantly moving. NGOs needed a way to easily add locations of mobile facilities to a map and, for victims, to see where the facilities are at any time.

After the 2023 earthquakes, we have built a **WhatsApp-based Health Mapping Bot** specially for field workers. Field workers simply texted our bot on WhatsApp and sent their location to immediately **add a mobile facility to a public map accessible by all**. No app installation or special devices are required. Just a mobile phone and WhatsApp. HERA can leverage this technology for other urgent needs in the future.

We give thanks to our sponsors and partners:

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Learn more at www.heradigitalhealth.org

HERA App is free to download both on [Android](#) and [iOS](#). Contact HERA at info@heradigitalhealth.org